



BI Project Customer Experience

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CRM Forum

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Telecoms

Company Profile

On Telecoms is the leading LLU based triple play operator in Greece offering:

- **Fixed telephony** - replaces OTE offering unlimited National and Int'l traffic
- **Broadband** - fast Internet connection up to 16 Mbps
- **TV** - Greek and Int'l channels, PayTV channels, VoD and 'catch up' TV

On Telecoms can leverage on four key success factors:

1

Strong Management Team

- ✓ Unique experience
- ✓ Greek market knowledge
- ✓ Management as investor

2

Proven Business Model

- ✓ Model proven in Italy, France, Germany, UK, etc.
- ✓ Customer value maximization thanks to higher ARPUs margins and lower churn
- ✓ Differentiation through providing Triple play

3

Leading Edge Network & Technology

- ✓ Fully owned fibre network
- ✓ Allow ~infinite capacity
- ✓ OTE independent
- ✓ Enabling multiple services
- ✓ Ease of management

4

Innovative service offering

- ✓ Fixed telephony service
- ✓ High speed internet
- ✓ Video services
 - ✓ Free broadcast channels
 - ✓ NOVA pay TV channels
 - ✓ Video on demand with over 1200 titles



BI Project Objectives

- We need to make decisions quickly and effectively
“You can’t improve what you can’t measure”
- The information must be relevant to all users delivered on time to affect business results
- To build an enterprise-wide Data Warehouse that covers all the business areas functions



We have tried to **AVOID** solutions ...

- Designed for professional analysts and not business users
- Complex to use and have functional limitation
- Make them expensive to maintain
- Poorly integrated making complex to share analysis across different tools



Why Oracle BI ?

- Integrated Suite of Products
- Ease of Integration with Siebel CRM
- Full ad-hoc analysis over the Web
 - Pure Web Environment - No client downloads
- Highly Intuitive user interface empowering the end-users and minimising IT involvement
- Intelligence across multiple enterprise sources, including Oracle and heterogeneous sources
- Exploiting Database Capabilities



Oracle BI - Easy to Use

- Intuitive
 - Allows business users with very little training to define new analysis, charts, etc., by clicking against a browser, without any involvement from an IT specialist and no programming
- Natural
 - Users interact with a logical view of the information completely hidden from data structure complexity



Why Cognition ?



Cognition brings significant advantages to ON Telecoms environment:

- Responsive on the vision and requirements of ON Telecoms
- Flexible, yet Professional in their approach to the Project
- Provide the Best of Breed and globally proven Product offering from ORACLE
- One Vendor to cope with (CRM, BI), which makes processes quite straightforward and less time-consuming



On Telecoms BI Project Phase 1

“QUICK WIN”

- Important to get first project results in relatively short time
- Start project implementation from the preparation of current Data Marts
- Focus the implementation on “highest prioritized business reports” and then upgrade the implementation incrementally expand analytical and reporting functions.



On Telecoms BI Project Phase 1

“QUICK WIN”

- Delivery time : 1.5 month
- 80% of company data in the system
- Produce reports for Executive Management, Call Centers, Customer Care, Sales, Marketing, Provisioning
- More than 40 reports have been developed by 2 Business Analysts. No IT involvement !



Customer Experience

- Fast and easy Reporting
 - Deployed immediately to the end-users
- Easy and intuitive end-users interface
 - Enables end-users to easily create reports and analysis
 - On-the-job training of Analysts
 - Valuable feedback by the end-users is incorporated immediately
 - The Right Information presented in the Right Way
- Identified Data Quality issues and resolved them
 - Data inconsistencies, data quality issues pin-pointed and corrected easily
 - Identified data quality issues that could not be spotted otherwise

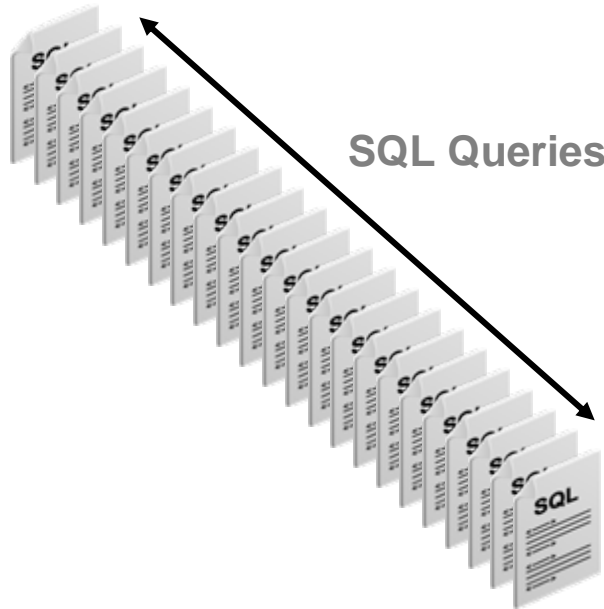
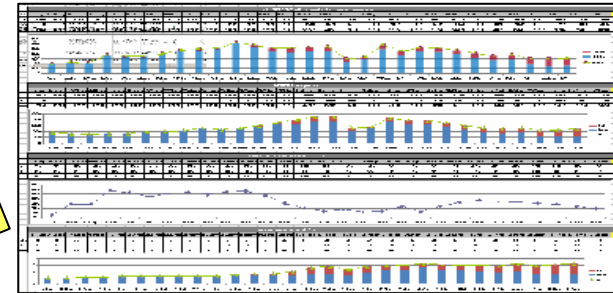


On Telecoms “Before BI” Reporting

Reports from existing systems

| Creation Date | USER | NAME | REPORT | ... | ... | ... | ... | ... | ... | |
|---------------|------|------|--------|------|-----|-----|-----|-----|-----|-----|
| 16/03/2008 | C | 3 | 0 | -8 | 3 | 0 | 6 | 3 | C | 10 |
| 12/03/2008 | C | 3 | 0 | 2 | 3 | 0 | 6 | 2 | C | 10 |
| 11/03/2008 | C | 4 | 0 | 20 | 3 | 0 | 1 | 1 | C | 10 |
| 16/03/2008 | S | - | 0 | 5 | 3 | 0 | 6 | 3 | C | 8 |
| 15/03/2008 | C | 3 | 0 | 2 | 3 | 0 | 6 | 3 | C | - |
| 14/03/2008 | S | 2 | 0 | 1 | 3 | 0 | 6 | 3 | C | 8 |
| 17/03/2008 | C | 3 | 0 | 20 | 3 | 0 | 1 | 3 | C | 4 |
| 16/03/2008 | 13 | 11 | 0 | -2 | 3 | 0 | 1 | 1 | C | 10 |
| 15/03/2008 | C | 11 | 0 | -4 | 3 | 0 | 6 | 1 | C | 10 |
| 14/03/2008 | 13 | 17 | 0 | - | 3 | 0 | 6 | 1 | C | 10 |
| 14/03/2008 | 11 | 10 | 0 | -5 | 3 | 0 | 2 | 3 | C | 7 |
| 15/03/2008 | C | - | 0 | 0 | 3 | 0 | 6 | 3 | C | - |
| 15/03/2008 | 1 | 3 | 0 | 1 | 3 | 0 | 6 | 1 | C | 8 |
| Totals | GC | 282 | J | 1230 | 8 | J | 8 | 10 | 21 | 104 |

Reports from external partners:
Call Centers, etc...

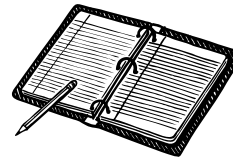


SQL Queries

Reporting

Reports repository in CRM

| Title | Issued date | Parameters | |
|---|---------------------|------------|-------------|
| AGING IN OP | 22/02/2008 12:41:46 | View | unsubscribe |
| All_customers_crm_analysis | 02/07/2007 16:21:05 | View | unsubscribe |
| AXIOS5_ASI_CO-COUNTER OF PORTS AND STATUS | 04/10/2007 13:00:00 | View | unsubscribe |
| AXIOS5_HANDLE THE ERROR IN OPEN ORDERS | 20/08/2007 12:22:00 | View | unsubscribe |
| AXIOS5_WIT STATUS | 20/08/2007 12:10:54 | View | unsubscribe |
| AXIOS5_STATUS | 13/09/2007 10:48:22 | View | unsubscribe |
| Business Status | 07/06/2007 12:26:10 | View | unsubscribe |
| BUSINESS_CUSTOMERS | 08/06/2007 16:31:00 | View | unsubscribe |
| Collection | 09/11/2007 13:47:46 | View | unsubscribe |
| Committed not committed | 09/11/2007 16:30:41 | View | unsubscribe |



Manual Information



On Telecoms BI Reporting

CRM

Provisioning

Billing

ERP



Mediation

WCRM

Commissioning

Logistics



Data Warehouse

Business Intelligence

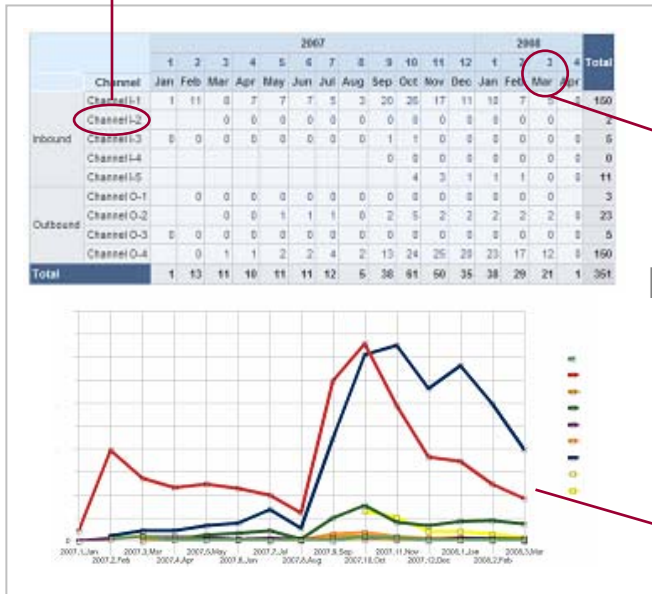
- Easy to use
- Self service interfaces
- Structured Information
- Unique information repository



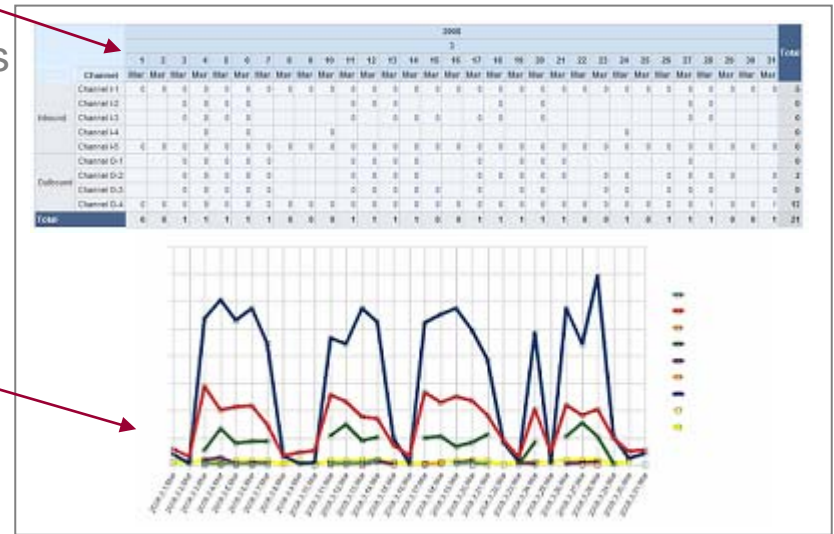
Sample Reports - Sales Reporting

Drill down to Chains
from Channels

| | | 2007 | | | | | | | | | | | | 2008 | | | Total |
|--------------|-------------|------|---|---|---|---|---|---|----|----|----|---|---|------|---|--|-------|
| Channel | | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1 | 2 | 3 | | | |
| Inbound | Chain 1-2-1 | 0 | 0 | | | | 0 | 0 | 0 | | | 0 | | | 0 | | |
| | Chain 1-2-2 | | | | | | | | | | | | | | 1 | | |
| | Chain 1-2-3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | 0 | | |
| | Chain 1-2-4 | 0 | | | | | | | | | | | | | 0 | | |
| | Chain 1-2-5 | | | | | | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | Chain 1-2-6 | | | | | | | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | Chain 1-2-7 | 0 | 0 | 0 | 0 | 0 | 0 | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | |
| | Chain 1-2-8 | | | | | | | | 0 | | | | | | 0 | | |
| Total | | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 3 | | |



Drill down to days
from months



Drill down/through from
graphs and tables

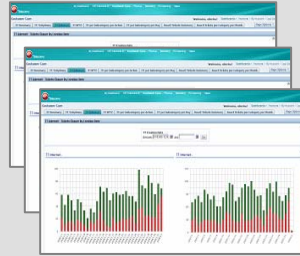


On Telecoms BI – What's Next

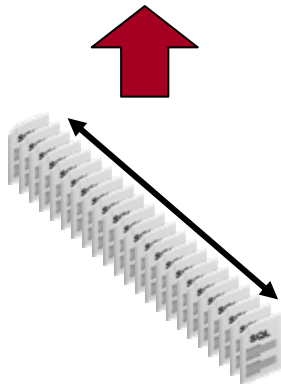
Phase 1
1.5 month



Phase 2
5 months



Phase 3
3 months



CRM

WCRM

Mediation

Provisioning

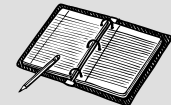
Logistics



Billing

ERP

Commissioning



Thank you !
George Mavroukoulakis



Telecoms